

Message Text

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ACTION EA-09

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P R 042320Z FEB 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC PRIORITY
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UNCLAS TAIPEI 0788

FOR: USDOC/BIC/OIM/FE-SA/KELLY-POTHUISJE

E.O. 11652: N/A

TAGS: BEXP, TW, KS, RP

SUBJECT: HEALTH CARE TSS

REF: STATE 012370, TAIPEI 606

1. OUTLINED BELOW ARE TC'S PROJECTED PLANS FOR ORGANIZING,
PROMOTING, AND STAGING SUBJECT EVENT.

FEB. 9-20

A. DRAFT FLYER, TICKET, AND COVER LETTER

B. DESIGN FLYER AND TICKET

C. DRAFT BACKGROUND ON CHAIRMAN

D. IDENTIFY TARGET AUDIENCE

FEB. 23-27

A. PASS COMPLETED DRAFT OF FLYER, TICKETS, AND COVER LETTER TO
PRINTER

B. RECEIVE SEMINAR PAPERS

C. IDENTIFY TARGET AUDIENCE

D. FINALIZE PROGRAM WITH ADVANCE OFFICER

E. NEWS RELEASE ANNOUNCING OPENING OF SEMINAR AND ARRIVAL
OF ADVANCE OFFICER

F. PERSONAL CALLS ON KEY PROSPECTS

MARCH 1-12

A. TRANSLATE SEMINAR PAPERS

B. PRINT FLYERS, TICKETS, AND COVER LETTERS

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C. IDENTIFY TARGET ADUDIENCE

MARCH 15-19

- A. RECEIVE REQUESTS FOR TICKETS
- B. MAIL TICKETS
- C. COMPLETE TRANSLATION OF SEMINAR PAPERS

MARCH 22-26

- A. MAIL TICKETS
- B. REPRODUCE TRANSLATED PAPERS
- C. DRAFT NEWS RELEASE ANNOUNCING ARRIVAL OF SEMINAR MEMBERS

MARCH 29 - APRIL 2

- A. PHYSICAL PREPARATIONS FOR MAXIMUM 200 PERSONS PER SESSION IN TC EXHIBITION HALL
- B. REPRODUCE SEMINAR PAPERS
- C. NEWS RELEASE ANNOUNCING ARRIVAL OF SEMINAR AND INTRODUCING CHAIRMAN
- D. STAGE EVENT

2. TO PROCEED WITH ABOVE PLANS, TC REQUESTS DOC TRANSMIT ASAP FOLLOWING:

- A. DEFINITIVE SEMINAR TOPICS
- B. NAMES, COMPANY AFFILIATIONS, AND BUSINESS TITLES OF SPEAKERS
- C. NAME OF SEMINAR CHAIRMAN, BACKGROUND INFORMATION, AND PHOTO
- D. AUTHORIZATION TO TRANSLATE AND REPRODUCE SEMINAR PAPERS
- E. SEMINAR PAPERS FOR RECEIPT AT TC BY FEB. 23, 1976.

3. TC RECOMMEND PRESENTATION OF NOT MORE THAN 4 SEMINAR PAPERS PER DAY, 2 IN MORNING AND 2 IN AFTERNOON. PRESENTATIONS SHOULD LAST 45 MINUTES AND ALLOW AMPLE TIME FOR QUESTIONS AND ANSWERS. SESSIONS SHOULD BEGIN AT 10:00, 11:15, 14:00, AND 15:15.

4. GROC'S NATIONAL HEALTH ADMINISTRATION (NHA, EXECUTIVE YUAN) TAIWAN UNIVERSITY HOSPITAL, AND HOSPITAL ASSOCIATION OF ROC OFFERED TO COOPERATE FULLY WITH TC IN STAGING SUBJECT EVENT. HOSPITAL ASSOCIATION, WHICH INCLUDES IN ITS MEMBERSHIP MEDICAL EXPERTS AND ADMINISTRATORS OF MAJOR PRIVATE, GOVERNMENT, AND MILITARY HOSPITALS, IS MOST APPROPRIATE POTENTIAL CO-SPONSOR. ASSOCIATION MEMBERS ARE WELL EDUCATED AND WOULD WELCOME OPPORTUNITY TO DISCUSS EQUIPMENT ADVANCEMENTS WITH LEADING AUTHORITIES IN FIELD. ASSOCIATION OFFERED TO ASSIST TC IN CONTACTING TARGET AUDIENCE WHEN ASSOCIATION IS INFORMED OF DEFINITE SEMINAR TOPICS AND SPEAKERS. IN VIEW OF ABOVE AND IN ABSENCE OF DEFINITIVE UNCLASSIFIED

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PROGRAM AS WELL AS DETAILS OF WHAT MAY BE EXPECTED OF CO-SPONSOR, TC IS NOT IN POSITION TO SOLICIT ASSOCIATION'S COMMITMENT TO CO-SPONSOR EVENT.

5. DIRECTOR OF NHA EXPRESSED INTEREST AND OFFERED ASSISTANCE. WHEN INFORMED OF DEFINITIVE PROGRAM, HE WILL ASSIGN APPROPRIATE MEMBERS OF HIS STAFF TO ATTEND. MEANWHILE, HE ASSIGNED MEMBERS OF HIS STAFF TO ASSIST TC IN CONTACTING TARGET AUDIENCE.

6. PRESIDENT OF TAIWAN UNIVERSITY HOSPITAL, PRESIDENT OF
HOSPITAL ASSOCIATION, AND OFFICIALS OF NHA LOOK FORWARD TO
MEETING WITH ADVANCE OFFICER ON FEB. 26 AND 27.
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